

Welcome to the CIO Hour!

December 2024

2025 Predictions

Today's Panel



CHRIS LOVE

Chief Information Officer,
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Chris Love is an accomplished IT professional with almost 30 years of experience ranging from hands on systems management to Information System strategic planning. Chris has a passion for collaborating with end users to facilitate the collection and analysis of data, empowering them to make informed decisions that drive business success. He received a master's degree in Information Systems Project Management from The George Washington University .



JAMES C. MARQUIS

Chief Information Officer, 501Works
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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.



MICHAEL WEISENBURG

Chief Information Officer, Biotechnology Innovation Organization
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Mike Weisenburg is the Chief Information Officer of the Biotechnology Innovation Organization. With over 25 years of IT leadership experience, Mike has led large-scale product development projects, AMS upgrades and implementations, and the creation of scalable IT solutions to drive innovation and operational excellence in non-profits. Mike's experience also includes working for universities and the accounting and auditing industry as well as running a small IT consulting firm. Mike enjoys spending time on his boat at Lake Anna and just recently became a grandfather.

The CIO Hour: 2025 Predictions

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Gartner's View of Technology in 2025
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

In the News... - UPDATE!

1. A huge amount of workers are exposing their companies to security risks

<https://www.techradar.com/pro/security/a-huge-amount-of-workers-are-exposing-their-companies-to-security-risks>

2. What It's Like to Use Apple's Lockdown Mode

<https://www.wired.com/story/apple-lockdown-mode-hands-on/>

3. Small language models set for take-off next year

<https://www.itpro.com/technology/artificial-intelligence/small-language-models-set-for-take-off-next-year>

4. PNC Christmas Price Index

<https://www.pnc.com/en/about-pnc/topics/pnc-christmas-price-index.html>

Today's Topic: 2025 Predictions

Looking back at 2024...

- **Protect Your Investment** – Secure the benefits from past and future strategic technology decisions to make them last.
- **Rise of the Builders** – Empower your people and developers to build solutions using the right technology for each function.
- **Deliver the Value** – Commit to a cycle of refining and accelerating value optimization while maintaining operational excellence.

SOURCE: [Gartner Top Tech Trends 2024](#)

Top Strategic Technology Trends 2024

- | | | |
|--|---|---------------------------------|
| 1 AI Trust, Risk and Security Management | 2 Continuous Threat Exposure Management | 3 Sustainable Technology |
| 4 Platform Engineering | 5 AI-Augmented Development | 6 Industry Cloud Platforms |
| 7 Intelligent Applications | 8 Democratized Generative AI | 9 Augmented Connected Workforce |
| 10 Machine Customers | | |

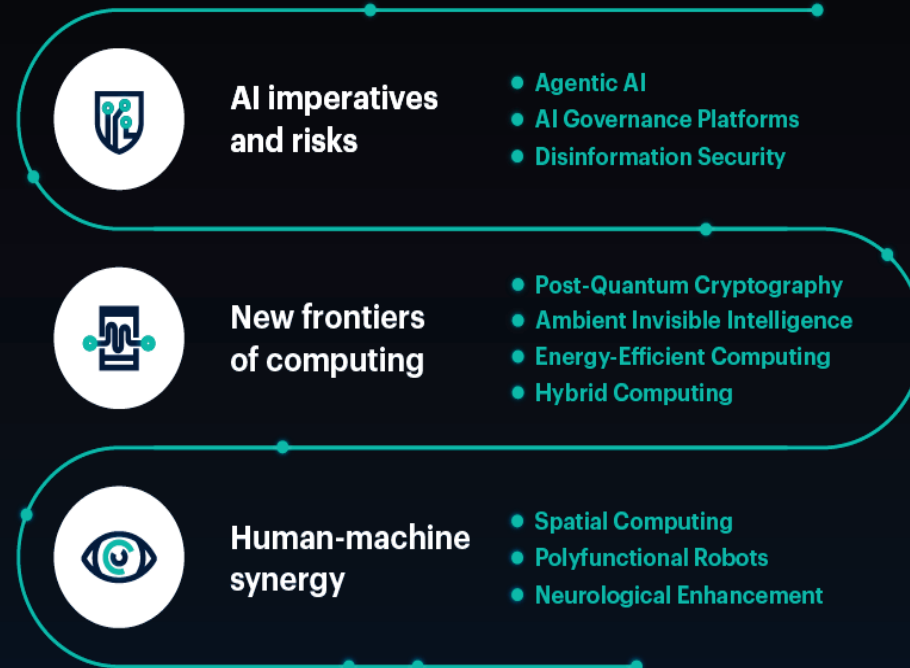
Source: Gartner
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Gartner

2025 Trends from Gartner

- **AI is Accelerating** – New capabilities are announced daily – delay at your organization’s peril.
- **New Frontiers of Computing** – Think about technology and computing in new ways and combinations. This also brings new threats.
- **Human-machine Synergy** – More opportunities exist on the horizon. Science “fiction” is rapidly becoming reality.

2025 Top 10 Strategic Technology Trends



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SOURCE: [Gartner Top Tech Trends 2025](#)

On to Your Questions...

Security incidents seem to be more frequent than ever. What questions should we be asking our suppliers, vendors, etc. to ensure they are prepared —so should they be faced with a threat it doesn't have a trickle-down effect in operations?

Are there low-tech options we should be adding to our practices to hedge against high tech threats?

Do you expect cloud-based platforms and cloud storage to become less secure with emerging tech and threats?

How can we keep our marketing and coms teams compliant on the latest email marketing policies, such as DMARC regulations, Google's changes, and the ever-shifting landscape of spam filter criteria?

What are some trusted sources to stay informed regarding potential security threats?

There seem to be more requests for IT around ways to generate non-dues revenue. Do you see that playing a role in 2025?

There seems to be a tendency to fail aligning available technology options with the reality of budget and needs. As you evaluate technology – right size your expectations.

Data is still one of the most valuable assets within an association – but it needs care and feeding.

How are you planning for 2025 given the potential for supply chain disruptions, tariffs and the new incoming administration?

Our environment continues to grow in complexity. How do you keep up with changes?

Any last parting advice,
especially for smaller organizations...

Other Questions?



Thank you to our panel of experts!



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WORKS for your association.

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- Software Selection & Implementation Services
- Customized Software Solutions and Integrations

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Final Thoughts

- Join us January 9th for **PCI – The Next Generation**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive instructions via email on downloading a certificate for this program.